Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (canceled)

Claim 2 (currently amended): Apparatus for a network server, for use in distributing an information object to a client computer, comprising:

a processor; and

a memory connected to the processor and storing computer executable instructions; and

wherein the processor, in response to the instructions:

receives a request from the client computer to download to the client computer an agent for rendering an information object, the request being issued by the client computer in response to execution, through a browser situated and executing in the client computer, of advertising code embedded in a web page to be displayed by the browser; and

downloads, in response to the request, the agent to the client computer such that the agent ~~can be~~ is executed, under the browser, in the client computer for subsequently rendering the information object.

Claim 3 (previously presented): The apparatus in claim 2 wherein the information object comprises a web advertisement and the code comprises advertising code.

Claim 4 (previously presented): The apparatus in claim 3
wherein the advertising code comprises a component which
specifies the network server on which the agent resides, the
network server being a distribution server.

Claim 5 (previously presented): The apparatus in claim 4
wherein the advertising code further comprises an
advertising tag, which, when executed by the browser, causes
the browser to dynamically write a plurality of predefined
applet tags that collectively implement a script into the
web page, wherein the script, when subsequently executed by
the browser, causes the client computer to download the
agent from the distribution server and thereafter
instantiate and execute the agent.

Claim 6 (previously presented): The apparatus in claim 5
wherein the distribution server receives a request from the
client computer, issued by the client computer as a result
of the browser executing the tag, to download the script;
and, in response to the request, downloads the script to the
client computer.

Claim 7 (canceled)

Claim 8 (currently amended): The apparatus in claim 4
wherein the distribution server implements a proxy server,
wherein a request issued by the client computer, as a result
of executing ~~the~~ an Ad Controller applet, to download a file
is directed, via the proxy server, to an advertising server,
and the file, as provided by the advertising server, is
directed through the proxy server, to the client computer.

Claim 9 (previously presented): The apparatus in claim 8 wherein the file comprises an Ad Descriptor file.

Claim 10 (previously presented): The apparatus in claim 4 wherein the agent comprises first and second applets, wherein the client computer issues first and second requests to the distribution server to download, to the client computer, the first and second applets.

Claim 11 (previously presented): The apparatus in claim 10 wherein the first and second applets comprises a Transition Sensor and Ad Controller applets, respectively.

Claim 12 (previously presented): The apparatus in claim 11 wherein the advertising code comprises a component which specifies the network server on which the agent resides, the network server being a distribution server.

Claim 13 (previously presented): The apparatus in claim 12 wherein the advertising code further comprises an advertising tag, which, when executed by the browser, causes the browser to dynamically write a plurality of predefined applet tags that collectively implement a script into the web page, wherein the script, when subsequently executed by the browser, causes the client computer to download the agent from the distribution server and thereafter instantiate and execute the agent.

Claim 14 (previously presented): The apparatus in claim 13 wherein the distribution server receives a request from the client computer, issued by the client computer as a result of the browser executing the tag, to download the script;

and, in response to the request, downloads the script to the client computer.

Claim 15 (canceled)

Claim 16 (currently amended): The apparatus in claim ~~15~~ 14 wherein the distribution server implements a proxy server, wherein a request issued by the client computer, as a result of executing ~~the~~ an Ad Controller applet, to download a file is directed, via the proxy server, to an advertising server, and the file, as provided by the advertising server, is directed through the proxy server, to the client computer.

Claim 17 (previously presented): The apparatus in claim 16 wherein the file comprises an Ad Descriptor file.

Claim 18 (currently amended): In conjunction with apparatus for a network server, the server having a processor, and a memory connected to the processor and storing computer executable instructions; a method, for use in distributing an information object to a client computer, comprising the steps, performed by the processor in response to the executable instructions, of:

receiving a request from the client computer to download to the client computer an agent for rendering an information object, the request being issued by the client computer in response to execution, through a browser situated and executing in the client computer, of code embedded in a web page to be displayed by the browser; and

downloading, in response to the request, the agent to the client computer such that the agent ~~can be~~ is executed,

under the browser, in the client computer for subsequently rendering the information object.

Claim 19 (previously presented): The method in claim 18 wherein the information object comprises a web advertisement and the code comprises advertising code.

Claim 20 (previously presented): The method in claim 19 wherein the advertising code comprises a component which specifies the network server on which the agent resides, the network server being a distribution server.

Claim 21 (previously presented): The method in claim 20 wherein the advertising code further comprises an advertising tag, which, when executed by the browser, causes the browser to dynamically write a plurality of predefined applet tags that collectively implement a script into the web page, wherein the script, when subsequently executed by the browser, causes the client computer to download the agent from the distribution server and thereafter instantiate and execute the agent.

Claim 22 (previously presented): The method in claim 21 further comprising the steps, performed by the distribution server, of:
    receiving a request from the client computer, issued by the client computer as a result of the browser executing the tag, to download the script; and
    in response to the request, downloading the script to the client computer.

Claim 23 (canceled)

Claim 24 (currently amended): The method in claim 20, wherein the distribution server implements a proxy server, further comprising the steps, performed in the distribution server, of:

directing, to an advertising server, a request issued by the client computer, as a result of executing ~~the~~ an Ad Controller applet, to download a file from the advertising server; and

directing the file, as provided by the advertising server, to the client computer.

Claim 25 (previously presented): The method in claim 24 wherein the file comprises an Ad Descriptor file.

Claim 26 (previously presented): The method in claim 20 wherein the agent comprises first and second applets, wherein the client computer issues first and second requests to the distribution server to download, to the client computer, the first and second applets.

Claim 27 (previously presented): The method in claim 26 wherein the first and second applets comprises a Transition Sensor and Ad Controller applets, respectively.

Claim 28 (previously presented): The method in claim 27 wherein the advertising code comprises a component which specifies the network server on which the agent resides, the network server being a distribution server.

Claim 29 (previously presented): The method in claim 28 wherein the advertising code further comprises an

advertising tag, which, when executed by the browser, causes the browser to dynamically write a plurality of predefined applet tags that collectively implement a script into the web page, wherein the script, when subsequently executed by the browser, causes the client computer to download the agent from the distribution server and thereafter instantiate and execute the agent.

Claim 30 (previously presented): The method in claim 29 further comprising the steps, performed by the distribution server, of:

receiving a request from the client computer, issued by the client computer as a result of the browser executing the tag, to download the script; and

in response to the request, downloading the script to the client computer.

Claim 31 (canceled)

Claim 32 (currently amended): The method in claim 3̶1̶ 30, wherein the distribution server implements a proxy server, further comprising the steps, performed in the distribution server, of:

directing, to an advertising server, a request issued by the client computer, as a result of executing the Ad Controller applet, to download a file from the advertising server; and

directing the file, as provided by the advertising server, to the client computer.

Claim 33 (previously presented): The method in claim 32 wherein the file comprises an Ad Descriptor file.